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Application No.: 09/534,170

Docket No.: 1268-094

REMARKS

Applicants appreciate the Examiner's thorough review of the present application, and respectfully request reconsideration in light of the preceding amendments and the following remarks.

Claims 1-13 and 22-30 are pending in the application. The independent claims have been amended to better define the claimed invention. New claims 29-30 have been added to provide Applicants with the scope of protection to which they are believed entitled. The amended/added claims find solid support in the original specification and drawings as will be detailed herein below. No new matter has been introduced through the foregoing amendments.

The Examiner's withdrawal of the rejections under *35 U.S.C. 101* and *35 U.S.C. 112* is noted.

The Examiner's response to Applicants' arguments is also noted. In particular, the Examiner stated that the rejected claims failed to distinguish the claimed immediate individual emotional response from the references' cognitive response. Although Applicants do not necessarily agree with the Examiner's position, the independent claims have nevertheless been amended to specify the claimed immediate individual emotional response as a preconscious one which is distinguishable from and, from the marketing view point, more accurate than the references' cognitive response. The amendment is supported by the original specification, at the paragraph bridging pages 6-7. More particularly, the specification, at page 6, lines 4-9 from bottom, discloses that the immediate individual emotional response to be collected in accordance with the present invention is the one that is produced by the limbic system in the human brain. As widely known in the field of neurology, the limbic system is the preconscious emotional system that provides preconscious level perceptions. Therefore, it is, at least, inherently disclosed in the cited passage of the specification that the immediate individual emotional response to be collected in accordance with the present invention is a preconscious one. The now claimed immediate individual emotional preconscious response is apparently distinguishable from the references'

response which is a cognitive response that is produced by the thinking parts (i.e., the neo-cortex) of the brain after the limbic system has already made its immediate preconscious response. The differences between the claimed preconscious response and the references' cognitive response have been explained in detail in the arguments found in the last Amendment, at page 9, the second full paragraph and the paragraph bridging pages 11-12, which arguments are incorporated herein by reference.

The Examiner further stated that Applicants' classification of consumers using such terms as "survival," "growth" and "relaxation" is not patentably different from the prior art as long as the consumers are classified as particular groups based on their likes or dislikes or preferences. Although Applicants do not necessarily agree with the Examiner's position, new claim 29 has nevertheless been added to positively define each of the emotional orientations being claimed. New claim 29 finds solid support in the original specification, at page 10, lines 5 and 13 as well as page 11, line 7. The references do not fairly teach or suggest the claimed survival type emotional orientation being an indication that the consumer worries mostly about his or her survival, or the claimed growth type emotional orientation being an indication that the consumer constantly seeks out new ways to progress, as now recited in new claim 29. The differences between the claimed emotional orientations and the references' alleged equivalents have been explained in detail in the arguments found in the last Amendment, at page 12, the first and second full paragraphs, which arguments are incorporated herein by reference.

The Examiner's Requirement for Information under 37 CFR 1.105 is noted. Basically, the Examiner requested information that shows (i) identifying consumer as one of the three types of personality and (ii) providing advertisement that fit their personality provide (iii) a better result. See page 4, lines 1-2 of the Office Action. The Examiner further stated that any known publications, research paper, prove of sales and press releases that are related to the method or system described by Applicants would be acceptable. See page 4, lines 3-4 of the Office Action.

In response, Applicants submit herewith *Exhibit A1* which includes abbreviated, redacted research reports for three different marketing projects using the method and system of the present

invention. As the abbreviated research reports are in Hebrew, Applicants further submit English translations of the abbreviated research reports in attached *Exhibit B1*. It should be noted that the entire actual research reports are also in Hebrew and contain hundreds of pages. Therefore, the entire actual research reports are not currently submitted due to translation cost. It is believed that the currently submitted, abbreviated research reports are sufficient to supply the information requested under 37 CFR 1.105. However, if the Examiner finds it necessary to consider the full-length reports, Applicants will be willing to comply.

References to the abbreviated research reports will now be made to *Exhibit B1*. The abbreviated research report for Project A (*Exhibit B1*, pages 1-3) shows how (i) identifying consumer as one of the three types of personality and (ii) providing advertisement that fit their personality provide (iii) a better result.

With respect to (i), potential consumers were provided with a questionnaire (*Exhibit B1*, page 2), and their responses were used to classify the potential consumers into 27 categories (*Exhibit B1*, page 1, lines 17-19 from bottom) based on their three emotional orientations, i.e., S (Survival), H (Homeostasis or Relaxation) and G (Growth) (*Exhibit B1*, page 1, lines 20-22 from bottom). More particularly, questions 1 and 2 measure the Survival degree S (in levels ranging from 1 to 6 wherein the highest S is 6 and the lowest S is 1), questions 3 and 6 measure the Growth degree G (in levels ranging from 1 to 6), and questions 4 and 5 measure the Homeostasis degree H (again, in levels ranging from 1 to 6).

With respect to (ii), 27 different sale approaches were developed respectively for the above-mentioned 27 categories or profiles (*Exhibit B1*, page 1, lines 15-16 from bottom). Examples of some of the sale approaches are provided in *Exhibit B1*, page 3. Each of the potential consumers was then approached by a sales representative armed with the marketing method developed specifically for the consumer's profile.

With respect to (iii), the method of the present invention used in Project A provided an exceptionally good result (16% success rate) compared to the conventional marketing methods (8-10 % success rate) (*Exhibit B1*, page 1, lines 6-7 and 12-14 from bottom). This was a 60-

100% increase in success rate.

It is therefore believed that the abbreviated research report for Project A alone has supplied the information requested under 37 CFR 1.105. Nevertheless, Applicants further submit the abbreviated research reports for Projects B (*Exhibit B1*, pages 4-6) and C (*Exhibit B1*, pages 7-10) for the Examiner's further information.

In Project B, potential consumers were again classified based on their emotional orientations G, H and S. However, unlike Project A where consumers' responses to a questionnaire were used to determine their emotional profiles, Project B analyzed consumer's voice in the classification (*Exhibit B1*, page 4, lines 1-15). About three quarters (42 people) of the classified consumers were then approached by sales representatives armed with the marketing guidelines developed specifically to match their profiles (*Exhibit B1*, page 4, lines 20-22). An exemplary one of the developed marketing guidelines is provided in *Exhibit B1*, page 4 line 27 through page 6. About one quarter (15 people) of the classified consumers were approached by sales representatives using usual sales methods (*Exhibit B1*, page 4, lines 22-24). The method of the present invention used in Project B provided an exceptionally good result (66% success rate for the 42-people group) compared to the conventional marketing methods (27% success rate for the 15-people group) (*Exhibit B1*, page 4, lines 24-26). This was a 144% increase in success rate.

Project C is an example of using the inventive method to successfully target a specific segment of consumers. Unlike Projects A and B where multiple marketing guidelines each corresponding to one of the classified emotional profiles were developed, only one marketing guideline was developed in Project C for one specific profile or consumer segment, i.e., high "G" consumers. Similarly to Projects A and B, in Project C, consumers were again classified based on their emotional orientations G, H and S. For the sake of simplicity, details on how the consumers were classified are omitted. The consumer classification was then analyzed to identify the consumer segment (high "G" consumers) that, if properly targeted, would be most likely to buy or try or switch to the new product (*Exhibit B1*, page 7, lines 10-21 and pages 8-10).

A specific marketing strategy was then developed for the high "G" consumer segment (*Exhibit B1*, page 7, lines 29-35). The high "G" consumers were then approached by sales representatives armed with the specifically developed marketing strategy. An example of an actual advertisement directed to advertising and marketing personnel who normally work during late hours and are characterized as High G, Medium S, Low H consumers is provided in *Exhibit C1*. The advertisement was printed in Hebrew in a professional magazine. An English-translated version of the advertisement is enclosed as *Exhibit D1*. The method of the present invention used in Project C provided an exceptionally good result of 10% market share after 1 month (*Exhibit B1*, page 7, lines 36-38). Although no comparative result is provided in the abbreviated research report for Project C, the result was acclaimed as an unprecedented success.

Having submitted and explained the attached research reports, Applicants now submit that a good faith effort has been made to comply with the requirement for information under 37 CFR 1.105. The Examiner is invited to contact Applicants' representative if further information is required.

The repeated 35 U.S.C. 103(a) rejection relying on *Refuah* in view of references U or V is noted, and hereby traversed for the reasons advanced in the last Amendment, especially the arguments found in page 14 of the Amendment, which arguments are incorporated herein by reference. In particular, the repeated 35 U.S.C. 103(a) rejection is traversed because the Examiner has failed to specify with reasonable clarity how the references or the knowledge generally available in the art supply the Examiner's suggestion or motivation to combine found in page 8, lines 3-4 of the Office Action. Therefore, Applicants are not persuaded that a prima facie case of obviousness has been established.

In addition, Applicants respectfully submit that the claimed invention would not have been obvious over the applied references, in view of the concurrently filed Rule 132 Declaration which is objective evidence of commercial success of the claimed invention.

Notwithstanding the above, the independent claims have been amended and new claim 29 has been added to further, specifically define the claimed invention over the applied art of record.

As argued at the beginning of this "Remarks" section, the applied references clearly fail to teach or suggest the independent claims' preconceived response which is patentably distinguishable from the references' cognitive response. The references also fail to disclose, teach or suggest the claimed emotional orientations defined in new claim 29.

Withdrawal of the 35 U.S.C. 103(a) rejection in view of the above arguments and amendments is now believed appropriate and therefore courteously solicited.

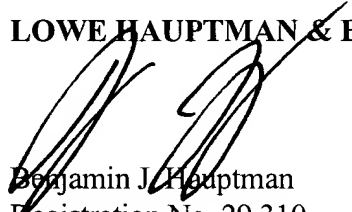
New claim 30 has been added to provide antecedent basis for claim 5 which has been amended to depend from claim 30. New claim 30 is patentable over the applied references at least for the reasons advanced with respect to independent claim 1.

Each of the Examiner's rejections has been traversed/overcome. Accordingly, Applicants respectfully submit that all claims are now in condition for allowance. Early and favorable indication of allowance is courteously solicited.

The Examiner is invited to telephone the undersigned, Applicant's attorney of record, to facilitate advancement of the present application.

Respectfully submitted,

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Exhibit A1

דוגמאות לשימוש במתודולוגית EM

פרוייקט א' – שיפור יכולת הטלמרקטינג למנויים לעתון נוער

אבסטרקט

מרכז טלמרקטינג הופעל דרך קבע למכירת מנויים לעיתוני נוער. מרכז טלמרקטינג זה הגיע, בדרך כלל, לשיעור הצלחה בהשגת מנויים של 8% ובתקופות של הצלחה גבוהה במיוחד הגיע עד לכדי 10%, אך לא יותר

במרכז טלמרקטינג זה הופעלה מתודולוגית "השיווק הרגשי" במסגרת פיילוט מחקרי. לצורך כך בוצעו פניות ל- 60 איש (הורים לילדים בגיל 12 – 4) מטעם חברת סקרים, ובחס הוצג להם שאלון המאפשר איפיון של הטיפוס על בסיס 3 הפרמטרים של המודל שהם

S – SURVIVAL

H – HOMEOSTASIS

G – GROWTH

כל אדם ואדם אופיין ב- 3 רמות בכל אחד משלושת הפרמטרים (רמה גבוהה, רמה בינונית, רמה נמוכה) באופן זה לכל אדם נתבעה על פי השאלון קטיגוריה של השתייכות (מתוך 27 קטיגוריות פרופיל אפשריות שמתקבלות מ- 3 צירופים של רמות).

בשלב זה נמסרו למרכז הטלמרקטינג GUIDE LINE ל- 27 אופני מכירה, המותאמים לכל אחת מ- 27 הפרופילים.

במסגרת הטלמרקטינג הושג שיעור הצלחה של 16% - הגבוה פי שנים מהשיעור המקובל (8%), וגבוה ב- 60% מהשיעור המקסימלי עד אז.

כאשר מנכים מקבוצת המחקר אנשים שהוגדרו בעלי פרופיל "רמה נמוכה של G" (דהיינו - אנשים מסוגרים, דכאוניים, חסרי מוטיבציה להתפתחות) - ולהם לא

בוצעה כלל מכירה (כפי ששוער) – התקבל שיעור מכירה של 19%.

לסיכום: המתודולוגיה מאפשרת לא רק להגדיל את שיעור ההצלחה, אלא גם לסנן מראש את "חסרי הסיכוי" ולצמצם את ההשקעה המיותרת.

נספחים:

- א. שאלות סקר האיפיון במקרה זה (דוגמאות)
- ב. דוגמאות ל - GUIDELINES של מכירה המותאמים לפרופילים של הלקוחות.

שאלון EM

להלן מספר משפטים. אנא ציין/ני באיזו מידה כל אחד מהמשפטים נכון לגביך:

- החופשה האידיאלית שלי כוללת מקום נינוח, שקט, בו אני מרגישה רגועה ומוגנת
- 1.....2.....3.....4.....5.....6.....
לא מסכים/מה לחלוטין... לא מסכים/מה... לא ממש מסכים/מה... מסכים/מה למדי... מסכים/מה... מסכים/מה לחלוטין
- יש הרבה אנשים שמנסים לפגוע בי (כלכלית, מילולית, פיזית)
- 1.....2.....3.....4.....5.....6.....
לא מסכים/מה לחלוטין... לא מסכים/מה... לא ממש מסכים/מה... מסכים/מה למדי... מסכים/מה... מסכים/מה לחלוטין
- אני אוהבת/להתנסות בדברים שאינם מוכרים לי (אוכל, מקומות תיור, אנשים ועוד)
- 1.....2.....3.....4.....5.....6.....
לא מסכים/מה לחלוטין... לא מסכים/מה... לא ממש מסכים/מה... מסכים/מה למדי... מסכים/מה... מסכים/מה לחלוטין
- הייתי שמחה לעבוד באותו מקום ולעשות את אותה עבודה, במשך שנים
- 1.....2.....3.....4.....5.....6.....
לא מסכים/מה לחלוטין... לא מסכים/מה... לא ממש מסכים/מה... מסכים/מה למדי... מסכים/מה... מסכים/מה לחלוטין
- החופשה האידיאלית שלי כוללת מקום שקט עם מעט אנשים מסביב
- 1.....2.....3.....4.....5.....6.....
לא מסכים/מה לחלוטין... לא מסכים/מה... לא ממש מסכים/מה... מסכים/מה למדי... מסכים/מה... מסכים/מה לחלוטין
- לעולם לא ארצה להפסיק לעבוד כי העניין בעבודה היא רכיב חשוב מאוד בחיי
- 1.....2.....3.....4.....5.....6.....
לא מסכים/מה לחלוטין... לא מסכים/מה... לא ממש מסכים/מה... מסכים/מה למדי... מסכים/מה... מסכים/מה לחלוטין

Marketing Guidelines to Various EM Segmentations

High G High S High H

- Marketing that combines the cognitive as well as the emotional spheres. Creating curiosity but not mystery.
Addressing the intellectual curiosity pun. Not hiding things.
Not shaking the earth with the facts and words chosen.
Addressing the person specifically while basing the background on the general. The changes are to be slow and growing. Shifts are of great interest but something eternal is always there

High G High S Medium H

- A very similar manner of marketing though less conservative.
The changes can be more authentic though not too fast

High G Medium S Medium H

- Marketing that turns to the fulfilling the curiosity pun as well as the urge to try new things. A personal and straight forward approach that intrigues and thrills. An intellectual marketing

manner that talks of a possibility – though not a promise, of great success

High G Low S Low H

- Marketing that revolves around idea novelty and progress. The mode chosen should emphasize every new and curious idea. It can include mystery as well as intellect and be both intriguing and inquisitive

Medium G Low S Medium H

- A marketing method that requires very little activity on the clients' part but does enable them a possibility to gamble in order to succeed. Marketing that is based on a high possibility – though not a promise, of success

Low G Low S Medium H

- A marketing mode that is based on the known, familiar and regular. No "going out of the ordinary". The product offered should better – but not replace, what is known to them and used. The clients' should not have to give up what they have already chosen. The known can be bettered while giving the client's a bit of personal initiative

פרוייקט ב' – שיווק תוכנות על ידי מרכז סלמרקטינג

אבסטרקט

מרכז שירות מסוים של לקוחות עסקיים קולט, בדרך כלל, פניות לבירורים של אנשים שונים מיצגי ארגונים עסקיים. שיחות אלו מוקלטות דרך-קבע.

הקול הוא אופן תגובה ופעולה ספונטני בכל הקלטה חושבו ממוצעי העוצמה בכל תדר ותדר לאורך שיחה של 30 שניות, חושבו העוצמות המקסימליות בכל תדר ונמדדו קצבי ההשתנות.

על-סמך נתונים אלו, חושבו לכל אדם ואדם רמות הפרמטרים הספונטניים – רגשיים G, H, S . (כל פרמטר חושב ב – 3 רמות: גבוה, בינוני, נמוך). על בסיס חישובים אלו הוגדרו הפרופילים הרגשיים (בפרמטרים S, H, G) של 57 איש. (לדוגמה: רוחב ספקטרום התדרים בהם משתמש קול האדם הינו אינדיקציה של G גבוה, תנודות רבות קיצוניות מלמדות על H נמוך ביותר) בהמשך – פנה גורם אחר בחברה, שהיה אחראי לשיווק ללקוחות פרטיים וניסה לשווק לאותם אנשים תוכנה מסויימת לשימוש ביתי.

בתוך קבוצת הניסוי – נמסרו למשווק 42 פרופילים רגשיים (במונחי S, H, G) ולגבי 15 איש אחרים לא נמסרה שום אינפורמציה. המשווק הונחה לפנות ל – 42 בעלי הפרופיל הנתון לפי "מרשמי הנחיה" שהותאמו לכל אחד מהפרופילים. לגבי קבוצת ה – 15 (להלן, קבוצת הבקרה) לא נמסר שום תדרוך והמשווק פעל באופן שיגרתי (כפי שהיה פועל בעבר).

התוצאות של קבוצת הבקרה (27%) היו בתחום שעורי המכירה המקובלים. לעומת זאת, תוצאות המכירה ללקוחות המאופיינים על פי קולם והגיעו ל – 66% (כלומר, פי 2.44 מהשיעור של הצלחות לקבוצת הבקרה).

נספח:

א. דוגמא למרשם הנחיה.

אנשי GH (G גבוה, H בינוני, S בינוני ומטה)

מוטיבים עיקריים:

להתקדם, אך לא בכל מחיר
הרגיעה היא חלק מההתפתחות
מתינות

אפיון התנהגותי

פלח שוק זה מתאפיין בחדשנות – בעיקר רעיונית, אנשים שמגיעים רחוק מתוך מחשבה רגועה והגיונית, רציונלים ומחושבים, אנשים עם נטייה לנתח ולהבין דברים לעומק, לא מחפפים – בעיקר לא בדברים שחשובים להם: השכלה, קריירה, משפחה קרובה, חברים. אוהבי תרבות אנשים חברותיים שנוטים להיות האוזן הקשבת של חבריהם ומושפעים מהם, מוכנים לעזור כשנראה להם שמגיע, בעלי חוש הומור דק, שנונים, חדי אבחנה, נהנים מהשקט שמוביל להתרגשות, מאמצים מוצרים חדשים במהירות אם יש מאחוריהם הצדקה רציונלית אבל לא מפתחים טרנדים משל עצמם, משפיעים על הסביבה באופן שקול ולא מתוך סערת רגשות, מאמינים ברפואה הקונבנציונלית אך נהנים גם מהתוספות המשלימות – שוללים רק דברים שנוגדים את ההגיון. אנשים מאופקים יחסית, אך שומרים דברים בבטן, נאמנות גבוהה יחסית.

תקשורת שיווקית

מסרים רלבנטיים

הסברים רציונליים

דגש על תועלות ברורות

דגש על פן מדעי

חדש וגם אפקטיבי

שימת דגש על התפתחות אישית

שימת דגש על סגנון חיים מתון ובריא

שימוש בהומור

מילים טובות

אושר

חכם

מצוין

שמחה

נבון

פתרון

התעדכנות

התחדשות

מילים רעות

מילים בוטות

התנשאות

מלים שמצינות חוסר תרבות

צבעים אטרקטיביים

טורקיז

אדום – ורוד

סגול

כתום

ירוק בהיר

תכלת

זהב

חששות לדוגמה

מהפכות גדולות מדי

יריות מהמותן

לחצים כלכליים

דברים חשובים

חדשנות

התייעצויות

זמן למחשבה

דוגמאות להצלחה

שקט נפשי

מקצועיות

מידע

דרכי שיווק

1. חשיבות עיקרית להשפעה של חברים ולמידע כתוב ומפורט עם דוגמאות
2. פרסומות עם הומור

פרויקט ג' – סקר להגדרת אסטרטגיה פרסומית להחדרת "מולטיויטמין חדש"

אבסטרקט

לקראת החדרה לשוק של תוסף טבעי חדש (מולטיויטמין בתוספת מספר חומצות אמינו וגיינסג), נבחנה אסטרטגית הפרסום האפשרי. מלכתחילה הוגדר השוק כרווי, נשלט על ידי מולטיויטמין ותיק (השתמשו בו 48% מהצרכנים הכבדים והבינוניים של ויטמינים) נאמנים ביותר - (80% מהמשתמשים לקחו תמיד או כמעט תמיד סוג מסוים של ויטמינים).

המחקר היה אמור לזהות מאפייני פלח שוק שיהיה מוכן להתנסות לראשונה בשימוש במולטיויטמין, או שיהיה מוכן לעבור לשימוש בתוסף החדש.

במחקר נמצא בין היתר – כי:

1. בעלי G גבוה הינם בעיקר משתמשים קלים וחלקם בקרב המשתמשים הכבדים נמוך יחסית.

2. ככל שרמת H עולה (שמרנות גוברת), רמת הצריכה של מולטיויטמינים יורדת.

3. בעלי "S גבוה" חוששים מאוד משימוש במולטיויטמינים.

מכיוון שבאוכלוסייה אותרו 44% בעלי G גבוה, הוחלט לנקוט באסטרטגית משיכה של קהלים אלו.

מחקר שני בחן את מספר אפשרויות משיכה של קהל יעד בעל G גבוה:

א. גלולה למניעת בעיות בריאות

ב. גלולה לאיזון הגוף

ג. גלולה למניעת עייפות

ד. גלולה הכוללת ויטמינים מינרלים וגיינסנג

ה. מולטיוויטמינים שנותנים אנרגיה

השערת המחקר היתה כי הגישה העדיפה הינה גישה ג' (מניעת עייפות) שנבנתה כמתאימה לבעלי G גבוה.

נמצאה (עקב הריכוז של 44% באוכלוסיית בעלי G גבוה) כי אמנם גישה ג' היתה הגישה העדיפה שהביאה לנכונות התנסות גבוהה של 41%.

על בסיס מודל זה נבנתה אסטרטגיה פרסומית של מניעת עייפות

התוצאות – השגה תוך פחות מחודש של 10% נתח שוק

הצלחה ללא תקדים בשוק זה – שוק נאמן ורווי.

נספח:

התפלגות לפי מודל EM (מבנה רגשי) של צרכני מולטיויטמינים:

1. אפיון G של האוכלוסייה (חתימה לצמיחה, הישגים חידושים)

א. בעלי G גבוה:

אחוז הלא משתמשים (45.5%) דומה לאחוז שלהם באוכלוסייה (44.1%), אולם כאשר נבחנת רמת השימוש מתברר כי חלקם היחסי של בעלי G גבוה הוא רב בקרב המשתמשים הקלים (59%), ממוצע בקרב המשתמשים הבינוניים (42.5%) ונמוך בקרב המשתמשים הכבדים (31%).

דהיינו - מוכנות לצריכה כמו כלל האוכלוסייה, אך בפועל שימוש נמוך יותר. זהו נתון ראוי לציון, כי בעלי G גבוה הינם בדרך - כלל "מובילי שינויים וחידושים" באוכלוסייה.

יש לשים לב - כי G גבוה אופייני יותר לגילאים עד 55 ולכן נתון זה משתלב עם נתון הצריכה המוגברת של ויטמינים בגילאי +55.

ב. בעלי G בינוני

יש באוכלוסייה כ - 45% בעלי G ברמה בינונית. אחוז הלא משתמשים (44%) דומה לחלקה באוכלוסייה. ברמת השימוש מתגלה תופעה הפוכה לתופעה שאותרה בקרב בעלי G גבוה.

בקרב המשתמשים הקלים - חלקם של בעלי G בינוני 32%, בקרב משתמשים בינוניים וכבדים - חלקם כ - 52%.

ג. בעלי G נמוך

כאלו יש באוכלוסייה כ – 11%. חלקם באוכלוסיית הלא משתמשים דומה. יש שינוי בקרב משתמשים כבדים, כאן הם יותר מחלקם באוכלוסייה (15% לעומת 11%).

ד. הממצאים מצביעים על – כך שהאמביציות יותר (והצעירים ברוחם) נוטים פחות לשימוש כבד ובינוני.

2. אפיון H (מחפשי איזון ושלוב – הומאוסטזיס, שמרנים) של האוכלוסייה

א. בעלי H גבוה (שמרנות גבוהה, ומחפשי שלום)

חלקם באוכלוסייה 33.3%.

מבחינת רמת השימוש – בולטים במיוחד בשתי הקצוות – בעיקר "לא משתמשים" (84%) ועוד 11% "משתמשים כבדים". לקצה בו הם נמצאים – הם נאמנים. שימוש חלקי מבחינתם (שבועות, ימים, חודשים) הוא נחלת אחוז קטן מאוד מתוכם (כ – 5% בלבד).

ב. בעלי H בינוני

חלקם באוכלוסייה – 49% חלקם המשתמשים מעט "גבוה" משל האוכלוסייה. מהווים את רוב המשתמשים הקלים והבינוניים (כ – 60% מתוכם) המשתמשים הכבדים מתוכם הם 12% (כמו ממוצע האוכלוסייה).

ג. בעלי H נמוך (עם "קוצים בישבן")

מהווים כ – 18% מהאוכלוסייה. 23% מהם משתמשים (כמו ממוצע האוכלוסייה). בעיקר בולט מיעוט של משתמשים קלים. אם כבר הם משתמשים בינוניים או כבדים.

ג. המסקנה העולה – שככל שרמת השמרנות גוברת, רמת הצריכה יורדת.

3. אפיון S (אנשי הישרדות, להלחם או לברוח)

א. S גבוה

מהווים כ – 19% באוכלוסייה. התפלגות הצריכה שלהם דומה לשל האוכלוסייה, ועם קצת נטייה לשימוש קל).

ב. S בינוני

מהווים כ – 53% מהאוכלוסייה. בולט במיוחד אחוז גבוה יותר בקרב המשתמשים הקלים (65% מהמשתמשים הקלים) ואחוז נמוך יותר בקרב המשתמשים הכבדים (41%).

ג. S נמוך

מהווים כ – 28% מהאוכלוסייה, וזה גם חלקם בקרב הלא משתמשים האחוז שלהם נמוך מאוד בקרב המשתמשים הקלים וגדל ככל שרמת השימוש עולה. (40% בקרב המשתמשים הכבדים, ו – 35 בקרב המשתמשים הקלים)

Exhibit B1

Examples of Applications for EM Methodology

Project A – Improvement of telemarketing capabilities for subscription sale of a teens magazine

Abstract

A telemarketing center was selling subscriptions for a teen magazine on a regular basis. They had an average success rate of 8% and when very successful, they reached 10% but not beyond. 29

We ran a pilot research project at this telemarketing center, using the "Emotional Marketing" methodology. To that end, 60 people, parents of children aged 4-12, were polled using a questionnaire. This type-characterizing questionnaire was based on the three EM parameters, namely: 25

SURVIVAL – S 72

HOMEOSTASIS – H

GROWTH – G 20

Each person was characterized at one of three levels on each one of the parameters (high, medium and low). Consequently, every participant was assigned a matching category out of the 27 possible combinations.

At this stage the telemarketing center received guidelines for 27 different sales approaches, each matching one of the 27 profiles. 16
15

The consequent telemarketing campaign reached a 16% success rate, double than the previous average rate and 60% higher than the maximum rate up to then.

After deducting the people in the research group who had been defined with "low G level" profiles (i.e. introverted, depressive and lacking motivation for development and growth), to whom no sales efforts were directed at all, a success rate of 19% was attained.

Summary:

The EM methodology not only enables a significant increase of success rates; it also points out in advance the "hopeless cases", who can be filtered out, reducing futile sales efforts.

Appendix:

1. Examples of the characterizing questionnaire for this study.
2. Examples of the sales guidelines adjusted to the customer profiles.

EM Questionnaire

Following are several sentences. Please indicate to which extent they are true for you:

My ideal vacation is at a peaceful place, where I can feel relaxed and safe.

1	2	3	4	5	6
I entirely disagree	I disagree	I don't agree	I quite agree	I agree	I absolutely agree

There are many people who wish to harm me (financially, verbally, physically)

1	2	3	4	5	6
I entirely disagree	I disagree	I don't agree	I quite agree	I agree	I absolutely agree

I like to experience unfamiliar things (food, holiday destinations, people etc.)

1	2	3	4	5	6
I entirely disagree	I disagree	I don't agree	I quite agree	I agree	I absolutely agree

I would be happy to work at the same place and do the same job for years.

1	2	3	4	5	6
I entirely disagree	I disagree	I don't agree	I quite agree	I agree	I absolutely agree

My ideal vacation is at a quiet place with very few people around.

1	2	3	4	5	6
I entirely disagree	I disagree	I don't agree	I quite agree	I agree	I absolutely agree

I would never want to stop working, because interest in work is a very important part of my life.

1	2	3	4	5	6
I entirely disagree	I disagree	I don't agree	I quite agree	I agree	I absolutely agree

Marketing Guidelines to Various EM Segmentations

High G High S High H

- Marketing that combines the cognitive as well as the emotional spheres. Creating curiosity but not mystery. Addressing the intellectual curiosity pun. Not hiding things. Not shaking the earth with the facts and words chosen. Addressing the person specifically while basing the background on the general. The changes are to be slow and growing. Shifts are of great interest but something eternal is always there

High G High S Medium H

- A very similar manner of marketing though less conservative. The changes can be more authentic though not too fast

High G Medium S Medium H

- Marketing that turns to the fulfilling the curiosity pun as well as the urge to try new things. A personal and straightforward approach that intrigues and thrills. An intellectual marketing manner that talks of a possibility – though not a promise, of great success

High G Low S Low H

- Marketing that revolves around idea novelty and progress. The mode chosen should emphasize every new and curious idea. It can include mystery as well as intellect and be both intriguing and inquisitive

Medium G Low S Medium H

- A marketing method that requires very little activity on the clients' part but does enable them a possibility to gamble in order to succeed. Marketing that is based on a high possibility – though not a promise, of success

Low G Low S Medium H

- A marketing mode that is based on the known, familiar and regular. No "going out of the ordinary". The product offered should better – but not replace, what is known to them and used. The clients should not have to give up what they have already chosen. The known can be bettered while giving the client's a bit of personal initiative

Project B – Software Marketing by Telemarketing Center

Abstract

A certain business service center normally receives inquiries from people, representing different business organizations. Those calls are always recorded on tape.

Voice is a spontaneous form of action and reaction. In each call, 30 seconds of the conversation were analyzed, measuring the average volumes on each and every frequency. The maximum volumes on each frequency as well as the rates of change were calculated.

Based on these data, the spontaneous-emotional parameter rates (G, H, S) were calculated for every person. Each parameter had 3 possible levels: high, average and low). Consequently the emotional profiles of 57 people were determined. For example, a person using a wide spectrum of voice-frequencies indicates a high "G". Frequent and extreme fluctuations might point to a very low "H".

At a later point, a different department, responsible for marketing to private clients, tried to market home use software to those same people.

Within the test group, the sales person received 42 emotional profiles (in terms of S, H, G). The control group consisted of 15 people about whom no information was given at all. The sales person was instructed to approach the 42 people according to specific guidelines, which were matched to each profile. No instructions were provided for the 15 members of the control group and the sales person used his usual sales methods.

The results of the control group (27%) were within the customary sales rates. However, the results for the people who had been characterized according to their voice reached 66% - 2.44 times more than the control group rates.

Appendix: Example of Guidelines to Various EM Segmentations

GH People (High G, Medium H, Medium to low S)

Main characteristics: To advance but not at all costs. Being calm is part of the development. Moderation.

Behavioral traits: This segment is characterized by innovativeness – especially in relation to ideas. Those are people who reach far, out of calm and sensible thinking. They are rational and calculated, tend to analyze and understand things in depth. They don't cut corners, especially in matters that deeply concern them, such as education, career, close family, friends. They are friendly, culture loving people, who are likely to lend an attentive ear to their friends, and are influenced by the latter. They are usually willing to help when they think someone deserves it. They have a fine sense of humor, are witty and perceptive. They enjoy the calm that leads to excitement, adopt new products quickly if they find a rational justification for buying them, but they do not develop trends of their own. They influence their environment by being reasonable, not emotional. They believe in conventional medicine but enjoy the occasional alternative treatment. They reject only things that go against their logic. Those are relatively self controlled people, who keep certain things to themselves. They have a relatively high level of loyalty.

Marketing Communications:

Relevant Messages:

Rational explanations
Emphasis on clear benefits
Emphasis on scientific aspects
New and effective
Emphasis on personal development
Emphasis on moderate and healthy lifestyle
Use of humor

Good words

Happiness
Smart
Excellent
Joy
Intelligent
Solution
Being informed
Innovation

Bad words

Harsh words
Arrogance
Words denoting lack of culture

Attractive colors

Turquoise
Red-pink
Purple
Orange
Light green
Light blue
Gold

Example of Concerns

Too revolutionary
Shooting from the hip
Financial burdens

Important Issues

Innovation
Consulting
Time to think
Examples of success
Peace of mind
Professionalism
Information

Marketing methods

1. Influence from friends and detailed written information, including examples, are of uttermost importance.
2. Humorous advertisements.

Project C – A survey before defining an advertising strategy for the launch of a new multivitamin

Abstract

Preceding the launch of a new natural dietary supplement (a multivitamin, complemented by some amino acids and ginseng), the possible advertising strategies were examined. From the outset, the market was defined as saturated, dominated by an existing multivitamin. This product was being used by 48% of the heavy to medium vitamin consumers, who were found to be very loyal. 80% of them almost always used the same brand.

The research was expected to identify the characteristics of a market segment that would be willing to try a multivitamin for the first time or who would be willing to switch to a new product.

The research found, among other things, that

1. High "G" people are mainly light users and their section among the heavy users is very small.
2. The higher the "H" (increasing conservativeness), the lower the consumption of multivitamins.
3. People with high "S" are very apprehensive about using multivitamins.
4. It was found that there are 44% of high "G" people in the population.

Therefore it was decided to implement a strategy to attract that segment.

A second research examined several options for attracting a high "G" audience:

1. A pill for preventing health problems
2. A pill to balance the body
3. A pill for preventing fatigue.
4. A pill that includes vitamins, minerals and ginseng
5. Multivitamins that provide energy

The research assumption was that the preferable approach would be option 3 (prevention of fatigue), which was originally designed to match high "G" people. It was found that due to the high concentration of high "G" people in the population (44%), this was indeed the most appropriate approach, leading to a high 41% willingness to try the product.

Based on this model an advertising strategy was built, featuring the "prevention of fatigue".

Results

Within a month 10% of the market was attained. This was an unprecedented success rate in this saturated and high-loyalty market.

Appendix: Distribution of multivitamin consumers according to the EM model

1. "G" characteristic of the population – Strive for growth, achievements and innovations.

- a. **High "G" people**

The percentage of non-vitamin consumers (45.5) is similar to their segment of the population (44.1%). But when examining the level of consumption it appeared that there was a 59% proportion of high "G" people among the light vitamin consumers, a medium level (42.5%) among the medium users and a low proportion (31%) among the heavy consumers.

In other words, the readiness to consume is similar to that in the general population, but the consumption in fact is much lower. This is a significant fact, since high "G" people are usually "change and innovation leaders". It is also interesting to note that high "G" is more typical of people over 55, which coincides with an increased consumption of vitamins at over 55.

- b. **Medium "G" people**

There are about 45% of medium "G" people in the population. Their level of vitamin consumption reveals a phenomenon opposite to that of the high "G" people.

The proportion of medium "G" people among the light consumers was 32%, among medium and heavy consumers they made up about 52%.

- c. **Low "G" people**

They make up about 11% of the population. Their proportion among the non-vitamin consumers is similar. However their part within the heavy users section (15%) is higher than their proportion in the population (11%).

- d. Our findings indicate that the more ambitious people (and the younger at heart) tend less to heavy and medium vitamin consumption.

2. "H" characteristic of the population – Strive for balance, integration and homeostasis – conservative people.
 - a. **High "H" people** (highly conservative, peace seeking).

They make up 33.3% of the population.

In terms of vitamin consumption they were especially prominent at the two extremities –84% of the non-users and 11% of the heavy users.

They are very loyal to their end. Short term consumption – several days, weeks or months - was very rare in this group (only about 5%).
 - b. **Medium "H" people** - 49% of the population
Their proportion of the users is a bit higher than their part of the population. They make up most of the medium and light consumers (about 60%). The heavy users make up about 12% of this segment, similar to the average proportion in the population.
 - c. **Low "H" people** – those people have "ants in their pants". They make up 18% of the population and 23% of the consumers (similar to the average in the population). Their part among the light users is noticeably small. They tend to be medium to heavy vitamin consumers.
 - d. **Conclusion:** the more conservative the person, the less they consume vitamins.
3. "S" characteristic of the population – (survival, fight or flight)
 - a. **High "S" people**

They make up 19% of the population. Their distribution in terms of vitamin consumption is similar to the general population, with a slight tendency to light consumption.
 - b. **Medium "S" people** – 53% of the population
Their part among the light users is noticeably high (65%), with a lower proportion of the heavy users (41%).
 - c. **Low "S" –**

They are 28% of the population and that is also their proportion among the non-consumers. Their proportion in the light users segment is very

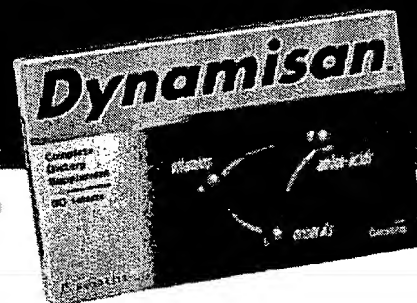
small and it increases together with the level of consumption. They are 40% of the heavy users and 35% of the light users.

בערך בשתיים-עשרה וחצי בלילה
בא לנו הרעיון למודעה

דינמיסאן. המולטי-ויטמין שמנצח את העייף

המומחים שלנו תמיד ערים בשבילכם: 17907

Exhibit C1



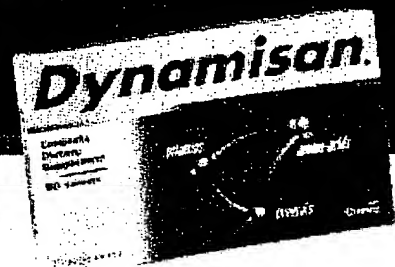
After midnight the idea for this advertisement popped up in our minds

בערך בשתיים-עשרה וחצי בלילה
בא לנו הרעיון למודעה

Dynamisan. The multivitamin that defeats the fatigue.

דינמיסאן. המולטי-ויטמין שמנצח את העיי

המומחים שלנו תמיד ערים בשבילכם: 7907



Our specialists are always ready (in Hebrew this is also "awaken") for your
service: 03-9297907

Exhibit D1

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